WAIS BOARD MEETING SUMMARY

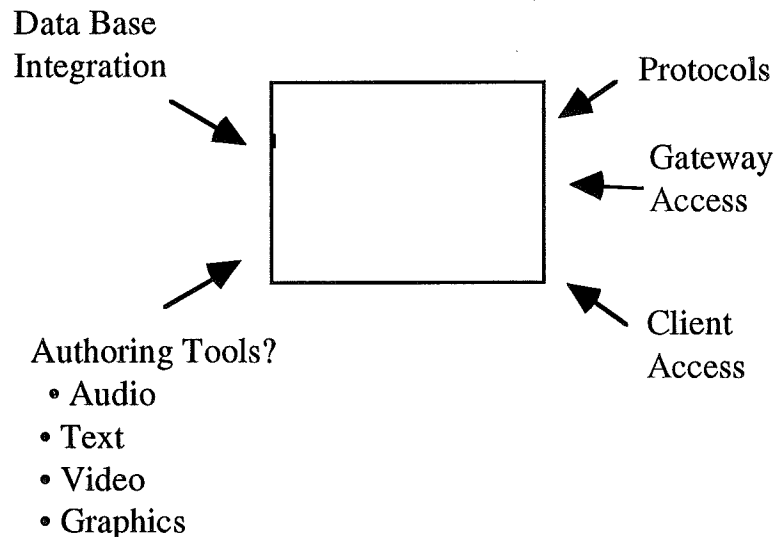## *MISSION*

To dominate the market for tools and services for publishing on networks.

HOW

Technology
1. Create technology: build, license
2. Extend distribution: sell, license
3. Achieve/maintain   ubiquity
    - Free ware
    - Drive standards
    - Industry talks, etc.
4. Association with *compelling* partners
5. Provide a "wire once" solution

Data Base
Integration

Protocols

Gateway
Access

Client
Access

Authoring Tools?
  - Audio
  - Text
  - Video
  - Graphics

6. Low price solution

Services

1. Operate service bureau
2. Build turn-key & operations
3. Design, build, adapt, customize
4. Distribute, market, co-market
5. Provide publisher brand
   Identity network
6. Share benefits via sharing development effort & access

Cyberspace roadmap
Cross-service integration
Internet culture
Partner internet infrastructure
Not dept. in store but
   store in everything......   Personalized Malls
(Not a store in Santa Fe)

Marketing   Awareness

Services: Systems Engineering
                   Elements of Product Marketing
                   • Process
                   • Competition
                   • Market needs
                   Operations
                      |
                   Term Sheet   ——   Both
                      |
                   Proposal   ——   Sales